

## Topic: Promoting Tourism in Pakistan: opportunities and challenges.

### Outline:

#### 1- Introduction

Tourism plays a key role in the progress of country; Opportunities included economic and social benefits adds value to country's position; However, challenges faced overcome the benefits from the tourism sector; concrete steps on regional and national level can get benefit from this sector.

#### Thesis Statement

Tourism can not be ignored while considering the steps towards enhancing the progress of country at social, economic and political level.

#### 2- Positive opportunities in promoting the tourism in Pakistan

- (A) Tourism can play a pivotal role in the economic stability of country.
- (B) Tourism can significantly contribute in the alleviation of poverty.
- (C) Managing the international image of Pakistan.
- (D) Enhance The culture's credibility worldwide.
- (E) Source of peace and understanding among comity of nations.
- (F) Reduction migration from rural areas.

(G) Tourism can add value in beautification of land

### 3- Challenges faced in promoting Tourism

- (A) Terrorism is one of the major reason in stumbling block for tourism.
- (B) Dilapidated infrastructure and lack of basic facilities.
- (C) Strenuous procedure in acquiring visa and unfriendly behavior.
- (D) Political will is also one of the grave concern in promoting tourism.

### 4- Recommendations in promoting Tourism

- (A) Safe and Secure environment shall be granted to foreign visitors.
- (B) Infrastructure should be established through proper funding.
- (C) New vistas on getting visa shall be introduced in every department catering tourism.
- (D) Government should come up with framework of solutions to get benefit from this sector.

### 5- Conclusion

Tourism adds value to country's financial conditions like economic stability and social welfare; However, challenges overweighs the opportunities; combined efforts can reduce the intricate issues.

To begin with, tourism can emanate the country from the clutches of socio-economic crisis. Tourism is a source of panacea for most of the ills of the country. It has the potential to bloom and change the fate of the country. It has the way to address economic crisis of the country. It is also very helpful in making significant amount of wealth to ensure the economic stability of country. Tourism can beat the monster of poverty. It will be helpful in improving the international image of a country. Tourism is a way-out for promoting peace and harmony among the comity of nations. It will also push forward the culture of Pakistan. People embarks on the beautification of land to attract tourists which increases the pride of local and indigenous people towards national heritage. However, the perils of tourism are overpowering its perks. The challenges that are acting like rocks on the ~~pavement~~ pavement of progress are many. Terrorism is the grave concern in the tourism sector. The presence of dilapidated infrastructure and lack of basic

facilities is another concern to be considered.

The process of getting visa is getting complicated which reduces the chances of getting economic stability via this sector. There is a lack of interest from elite class including political will. There lack of funding in tourism sector further exacerbate the challenges on social, economic and political level. An idea of framework which includes catering of every economic and social challenge shall be considered in order to get benefit from the tourism sector.

Firstly, tourism helps in uplifting the economy of Pakistan. It can easily deal with socio-economic concerns of Pakistan. Tourism can be helpful in revenue generation and production. Revenue generated via tourism can improve the Balance of Payments, will increase the gross income and level of goods production will also be improved. According to World Travel and Tourism Council (WTTC), tourism sector adds 10% in the total GDP levels globally. Pakistan is considered as one of the most beautiful country which shows that tourism can create opportunities in dealing with the grievances for the country.

Tourism can significantly contribute in the alleviation of poverty in Pakistan. Tourism is considered to be very helpful for local business which are socially crippled. It will help them to stand good in society financially. Tourism is also considered as a chance where marginalized groups can get enough opportunities to earn for better livelihood. The **British backpack society**, has ranked Pakistan amongst the top tourist countries in 2019 after visiting its places emerged in beauty in 2016. This shows the impact of tourism for Pakistan in stabilizing the level of poverty.

Pakistan has faced a lot of image challenges globally. Especially, the country's image has been tarnished through various propaganda's either made by rival countries or their competitors. Tourism is an enriched way of shaking hands with those countries who are following the false beliefs against Pakistan. The only way out is that international community has to see Pakistan from naked eyes that is tourism. Moreover, it will add value to the image of Pakistan and hence, this will open new opportunities for the country.

Pakistan has the enriched culture. The country is full of glooming colours in the form of places like Naran valley, Swat valley, Hunza valley. The Lonely Planet in 2019, has declared Pakistan the upcoming surprising place in terms of its national heritage. The government of Pakistan has opened new vistas on tourism by cancelling the requirement of no-objection certificates (NOC). This has greatly contributed in welcoming the foreign tourists and enhancing the opportunities of tourism in Pakistan.

Tourism is a pathway towards establishing understanding and promoting peace among the comity of nations. It provides a chance to different nations to come and visit their country whole-heartedly. It increases people-to-people connectivity. Whenever there is peace and understanding among the people of different nations, they will hardly go for war. In case, the higher authorities show hostility, the people will put pressure on them for not letting the war to happen. For Pakistan, tourism is a great source of creating harmony with the people of different nations, creating a soft diplomacy overall.

Tourism plays a significant role in eradicating the chances of migration from rural areas. As per The UNESCO survey, rural population increases from 37% to 40% in 2017 and it will increase to 50% by 2030. The reasons of mass emigration includes lack of professional opportunities, lack of law and order situation, lack of clean environment, presence of marshes and unclean water. Tourism opens up great opportunities where earning bread become easier. It also introduce to new job opportunities which leads to reduction in the level of migration from rural to urban areas.

In addition to this, tourism became a fruitful source of earning for many local and crippled businesses. People from multiple regions embarks on the beautification of their land in order to attract tourists. This activity adds value to the beauty of land and helps in attracting more tourists which increases the pride and worth of national heritage for the local people. This will also provide positive opportunities as the efforts of locals increases to attract more foreign tourists.

There are ample opportunities in promoting the tourism in Pakistan, but in addition to this, Pakistan is facing multiple challenges in tourism sector. Terrorism is one of the major concern in promoting the tourism in Pakistan. Pakistan is a terrorism-ridden country. The beautiful land had suffered war on terror. Swat valley, is called the land of paradise. It has become the land of terrorists due to which it never gets benefit from tourism. Multiple missions including Rah-e-Haq and Rah-e-Rast were performed to eradicate the area from terrorists. Government shall make this place secure enough to grab the attention of foreign tourists.

Secondly, another grave challenge includes dilapidated infrastructure and lack of basic facilities which hinders the arrival of foreign tourists. The roads to Hunza valley are mostly broken and barren with no safety barriers kept on both sides. The routes on way to Babusai top are not fully equipped with basic food and washroom facilities. There is a room for new job opportunities that can be created on the roads. The infrastructure should be well constructed, and facilitated via government authorities.

Thirdly, the foreign tourists have to go through strenuous procedure for getting the visiting visa. There is an unfriendly behaviour from the tourism administration towards foreign tourists. For the prolong vacations, a service providing person has to be bribed to get visa on time. Corruption in the departments has not only hinder the tourism perks, but also ruins the image of whole country. There should be responsible administration team which deal with foreign tourists without compromising on their loyalty towards their country.

Political will is another major barrier in promoting the tourism in Pakistan. The funds that are officially allocated for maintaining the infrastructure are not utilized properly. The developmental and non-developmental concerns are not addressed by the successive governments. Political elite do not pay attention to the importance of tourism sector. After 18<sup>th</sup> amendment, a proper amount of funds are allocated for this cause only. The present government has realized the value of tourism sector. They are playing key role in establishing and enhancing the tourists unit.

Furthermore, the security issues should be resolved in order to attract more foreign tourists. Swat valley should be used as a tourists place to earn the revenues. This will help to improve the gross gdp of country. Moreover, it will also improve the image of country internationally.

Proper funding should be made to reconstruct dilapidated infrastructure and proper basic facilities should be provided. One of the example include the maintenance of 'Shahjahan's Fort' in sheekhupura. It should be transformed into a tourists place. Another example include 'Kirtarpur Corridor', it will improve the bilateral tourism relations between India and Pakistan.

A smooth visa getting procedure should be introduced in the system. Those foreign tourists who are willing to visit Pakistan should be dealt with friendly and professional behaviour. They should be welcomed with open arms.

Moreover, political elites should actively show concerns in the establishment of tourists departments. They should financially support this vistas and aim to make it a source of economic, social and political stability for Pakistan.

In a nutshell, tourism is a source of emancipation from the clutches of socio-economic issues for Pakistan. Tourism is a way to achieve economic stability, to alleviate poverty, to improve the country's image internationally. Tourism is the pathway towards enhancing and promoting the enriched culture of Pakistan.

Many nations come together via tourism. Tourism is a ~~sort~~<sup>route</sup> through which misunderstanding among different nations became clear. It is a source of peace and understanding among people.

Tourism can eradicate the issues of mass migration towards urban areas by providing job opportunities.

The opportunities of promoting tourism in Pakistan follows some grave challenges such as terrorism, dilapidated infrastructure and lack of basic facilities, strenuous visa getting process and political will adds concerns to the tourism industry.

Concrete steps should be taken to improve the shortcomings at economic, social and political level. A collective effort at regional level will also be proved fruitful. Pakistan ~~is~~<sup>is</sup> a land full of prosperity and peace, with combined efforts tourism can benefit the country overall.